

Client: Governor Gary Herbert
 Product: media
 Campaign: Herbert - Spot TV - General :60

Station Order

R&R Partners, Inc.
 900 South Pavilion Center Drive
 Las Vegas, NV 89144
 702.228.0222

Rev #: 0

Flight From: 09/24/2012 to 11/04/2012

Estimate No.: 400-401
 Contract No.:
 Job No.:

Buyer Name: Amy Pedro
 Sweeps: Share May 2012 -> HUT/PUT Nov 11

Market: SALT LAKE CITY
 Station: KTVX
 Station Contact: Diane Downey

Actg. Order No.: 34380
 WS Order No.: 33301
 Contract No.:

Item#	Days/ Times	DP/ Len	Program Title/ Comm1 Tag	Station Gross Rate/ Total	Sep 24	Oct 01	Oct 08	Oct 15	Oct 22	Oct 29	Total Spots	DMA P 35-64 (R)	DMA HH (R)
1	MTWRF-- 06:00A-06:30A	EM 60	GOOD MORN UTAH	P2 \$270.00 \$2,160.00	2	(H)	2	2	2	.	8	0.7 \$385.71	0.7 \$385.71
Comment: PREEMPT W NOTICE													
2	MTWRF-- 06:00A-06:30A	EM 60	GOOD MORN UTAH	P1 \$500.00 \$1,000.00	.	(H)	.	.	.	2	2	0.7 \$714.29	0.7 \$714.29
Comment: NON PREEMPT													
3	MTWRF-- 06:30A-07:00A	EM 60	GOOD MORN UTAH	P2 \$300.00 \$2,400.00	2	(H)	2	2	2	.	8	0.7 \$428.57	1.1 \$272.73
Comment: PREEMPT W NOTICE													
4	MTWRF-- 06:30A-07:00A	EM 60	GOOD MORN UTAH	P1 \$500.00 \$1,000.00	.	(H)	.	.	.	2	2	0.7 \$714.29	1.1 \$454.55
Comment: NON PREEMPT													
5	MTWRF-- 07:00A-09:00A	EM 60	GMA	P2 \$400.00 \$4,800.00	3	(H)	3	3	3	.	12	1.0 \$400.00	1.8 \$222.22
Comment: PREEMPT W NOTICE													
6	MTWRF-- 07:00A-09:00A	EM 60	GMA	P1 \$600.00 \$1,800.00	.	(H)	.	.	.	3	3	1.0 \$600.00	1.8 \$333.33
Comment: NON PREEMPT													
7	MTWRF-- 04:00P-04:30P	EN 60	NEWS @ 4	P2 \$500.00 \$3,000.00	2	(H)	2	2	.	.	6	1.2 \$416.67	2.4 \$208.33
Comment: PREEMPT W NOTICE													
8	MTWRF-- 04:00P-04:30P	EN 60	NEWS @ 4	P1 \$800.00 \$3,200.00	.	(H)	.	.	2	2	4	1.2 \$666.67	2.4 \$333.33
Comment: NON PREEMPT													
9	MTWRF-- 05:00P-05:30P	EN 60	NEWS @ 5	P2 \$500.00 \$3,000.00	2	(H)	2	2	.	.	6	1.3 \$384.62	2.4 \$208.33
Comment: PREEMPT W NOTICE													
10	MTWRF-- 05:00P-05:30P	EN 60	NEWS @ 5	P1 \$800.00 \$3,200.00	.	(H)	.	.	2	2	4	1.3 \$615.38	2.4 \$333.33
Comment: NON PREEMPT													
11	MTWRF-- 10:00P-10:35P	LN 60	NEWS @ 10	P2 \$1,100.00 \$6,600.00	2	(H)	2	2	.	.	6	1.3 \$846.15	3.0 \$366.67
Comment: PREEMPT W NOTICE													
12	MTWRF-- 10:00P-10:35P	LN 60	NEWS @ 10	P1 \$1,800.00 \$7,200.00	.	(H)	.	.	2	2	4	1.3 \$1,384.62	3.0 \$600.00

Advertiser: Governor Gary Herbert
 Campaign: Herbert - Spot TV - General :60

Station Order
 SALT LAKE CITY - TV

Station: KTVX

Item#	Days/ Times	DP/ Len	Program Title/ Comml Tag	Station Gross Rate/ Total	Sep 24	Oct 01	Oct 08	Oct 15	Oct 22	Oct 29	Total Spots	DMA P 35-64 (R)	DMA HH (R)
Comment: NON PREEMPT													
				\$39,360.00	13	.	13	13	13	13	65		
					13.4	.	13.4	13.4	13.4	13.4			

Monthly Totals				
Month	Spots	GRP/GRIs	Station Gross Dollars	Station Gross CPP/CPM
Sep	13	13.4	\$6,540.00	\$488.06
Oct	39	40.2	\$22,220.00	\$552.74
Nov	13	13.4	\$10,600.00	\$791.04
	65	67.0	\$39,360.00	\$587.46

Comments

Campaign Remarks:

Upon receipt, fax signed confirmation of order to Amy Pedro at 702-939-4272.

All makegoods must be pre-approved by buyer and run within flight weeks/dayparts of same broadcast month.

All buys will be monitored on a weekly basis. Post logs are due to buyer on Tuesday following on-air week.

Two week standard cancellation policy applies with written notice.

Delivery guaranteed at 90-110%.

By: _____